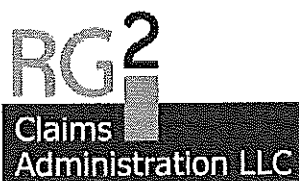


# EXHIBIT 2



[www.rg2claims.com](http://www.rg2claims.com)

Presented by:  
William W. Wickersham, Esquire  
Vice President, Business Development and Client  
Relations  
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**Estimate of Costs for Notice & Administration Services related to:  
*Citgo Nationwide Class Action***

**EXPERIENCE**

RG/2 Claims Administration LLC is a full service class action settlement administration company formed by a team of attorneys and financial and accounting professionals with decades of experience handling complex claims.

**SERVICE**

The RG/2 Claims team is a talented group of professionals who provide the comprehensive range of services required to meet the notice and administration needs of Counsel in this matter. We have analyzed Court documents and other information available regarding your case and have put together the best package for your administration needs, including but not limited to: class member notification via direct postcard and publication notice; collection, analysis, and processing of claims; fraud prevention measures; and, distribution of settlement funds to approved class members.

**CUTTING EDGE TECHNOLOGY**

To execute the Notice, Administration, and Distribution processes described in this proposal our team will utilize our proprietary and customizable CLEVerPay® technology to offer flexible decision making and unparalleled resource management, as well as real-time updates and reporting. CLEVerPay® is a single-source database solution that centralizes settlement administration from notification to distribution and reconciliation.

**FRAUD PREVENTION**

RG/2 uses a variety of fraud protection controls throughout the administration process to identify potential fraudulent claims. Duplicate claim searches (by class member name, address, and social security number, if applicable), spot reviews and other standard audit report procedures that examine the information in a variety of ways, will be used during the claims review process. Furthermore, RG/2 will review and compare the settlement database for this Settlement against the "watch list" of known potential fraudulent filers that RG/2 developed throughout its years of experience as a claims administrator. RG/2 also works closely with the FBI to update that watch list with the latest information available.

Cost Estimate Summary		
Setup Cost	\$	11,683
Notification Cost	\$	456,894
Processing Costs	\$	56,638
Telephone & Email Support	\$	15,462
Fund Distribution & Tax Reporting	\$	136,620
Project Management	\$	32,191
Total Estimated Cost	\$	709,486



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## Estimate of Costs for Notice & Administration Services related to: *Citgo Nationwide Class Action*

### Assumptions Used In Estimate Preparation

RG/2 Claims Administration LLC's proposal relies upon the assumptions set forth herein. Any services not discussed herein but required by counsel, the Orders of the Court, or Settlement Agreement will be billed in addition to this proposal.

<u>Class Size</u>	<u>Quantity</u>
Total Class Members	215,000
Notices Mailed	86,000
<u>Claim Processing</u>	
Claims Filed	10,000
Opt-Outs Received	25
<u>Checks Issued</u>	96,000

### Mailing & Damage Data

This estimate assumes mailing list and damage data will be provided in useable electronic format. Data in useable electronic format includes mailing data, social security numbers, and finalized damage data required for settlement payment calculation. Where damage data requires analysis of multiple or duplicative records per settlement class member or requires the consolidation or accumulation of data, additional time beyond that contemplated by this estimate may be required and will be charged in addition to the estimate above by RG/2 staff at their preferred rates. RG/2 accepts data in all standard file formats including excel files (.xls), text files (.txt), comma separated value files (.csv), and access databases (.mdb). Requests to process data from proprietary databases or paper records, or other sources not identified above can be performed by RG/2 staff at their preferred rates.

### Telephone Support

Proposal assumes live operators required and no-IVR is required.

### Distribution

This proposal assumes a single distribution.

### Tax Reporting

Assumes QSF tax filing is required and no other tax reporting is required.

### Publication Notice

RG2 will work in good faith with the parties to develop and implement an appropriate publication notice plan to be approved by the parties and the Court.

### Notice Package

Assumes 4 page generic notice to 86,000 class members that includes total \$ purchased without details.

**Estimate of Costs for Notice & Administration Services related to:**  
***Citgo Nationwide Class Action***

***Design & Development***

Start Up - Development of Case-Specific Notice Plan

***Case Intake including Claim Form Design***

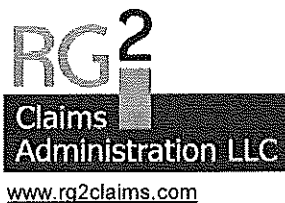
Review Notice, Design and Typeset Forms  
Data Management  
Set Up Email Notice

***Case Website***

Develop Static website with Case documents  
Develop Claim Portal  
Monthly Maintenance (months)  
Website Customizations

<b>Subtotal: Setup Cost</b>	\$	<b>11,683</b>
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<b>Publication Notice</b>		\$	<b>370,568</b>
<b>Print</b>	<b>Circulation</b>		
<i>Successful Farming</i>	390,000+		
<i>Farm &amp; Ranch Living</i>	200,000		
<i>Progressive Farmer</i>	412,352		
<i>Farm Journal</i>	335,075		
 <b>Regional Print</b>			
<i>Placement of Notice in Regional Weekly Publications</i>	See Attached		
<i>Placement of Notice in Regional Daily Publications</i>	See Attached		
 <b>Specialty Digital</b>	<b>Impressions</b>		
<i>Progressive Farmer</i>	500,000		
<i>Farm Journal</i>	600,000		
 <b>Digital</b>	<b>Impressions</b>		
<i>Google Display Network</i>	12,643,700		
<i>Search Engine</i>	TBD		
<i>Facebook</i>	4,635,000		
 <b>Radio/TV</b>			
<i>RFD-TV (44 30 second spots)</i>			
<i>Ag Network (140 60 second spots)</i>			
<i>Rural Radio – (60 30 second spots)</i>			
 <i>Issue Press Release</i>			
<i>Project Management</i>			



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**Estimate of Costs for Notice & Administration Services related to:**  
***Citgo Nationwide Class Action***

	<u>Quantity</u> <u>(hours/pieces)</u>
<b><i>Direct Notice Campaign</i></b>	
Issue Notice via Email to Class	86,000
Issue 4-Page Notice by Mail	86,000
NCOA and Mail	
Postage	86,000
<b><i>Notice Follow Up</i></b>	
Process Returned Notices	8,600
Skiptrace	8,600
Remail	8,600
Postage	8,600

<b>Subtotal: Notification Cost</b>	<b>\$ 456,894</b>
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**Estimate of Costs for Notice & Administration Services related to:**  
***Citgo Nationwide Class Action***

***Claim Form Processing***

Input Opt-Outs into Proprietary Database	25
Import Portal Claims	8,000
Claim Form Processing	2,000
Basic Claim Review	9,500
Claim Review including Damage evaluation	500
Issue deficiency/Denial letters	100
Process responses to deficiency letters	100
Postage	100

<b>Subtotal: Processing Cost</b>	<b>\$ 56,638</b>
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***Telephonic Database Support***

Telephone Calls	3,225
Min Per Call	3
Total Minutes	9,675
Live Operator Minutes*	9,675
Emails	500
*minimum \$250 per month	

<b>Subtotal: Telephone and Email Support</b>	<b>\$ 15,462</b>
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	<u>Quantity</u> <u>(hours/pieces)</u>	<u>Amount</u>
<b><i>Distribution</i></b>		<b>\$ 135,120</b>
Issue Paper Checks	96,000	
Postage	96,000	
Bank Fees		
Reissue Checks	4,800	
Postage	4,800	
<b>Tax Filings</b>		<b>\$ 1,500</b>
QSF Tax Return Prep & Filing (1 year @ 5 hours per year)		

<b>Subtotal: Fund Distribution &amp; Tax Preparation</b>	<b>\$ 136,620</b>
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Case Management, Data Management, Data Warehousing, Technical Support and Reporting to Counsel and the Court.	\$ 32,191
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<b>Subtotal: Project Management</b>	<b>\$ 32,191</b>
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<b><u>Estimated Notice and Administration Costs and Expenses</u></b>	<b>\$ 709,486</b>
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County	Publication	Pub day(s)	Daily circ
Adair	Adair News	Thursday	955
Adams	Corning Adams Co. Free Press	Thursday	1,095
Allamakee	Waukon Standard	Wednesday	2,850
Audubon	Audubon County Advocate Journal	Friday	1,374
Butler	Parkersburg Eclipse-News-Review	Wednesday	1,122
Chickasaw	New Hampton Tribune	Tuesday	2,072
Clayton	Guttenberg Press	Wednesday	2,018
Davis	Bloomfield Democrat	Wednesday	1,489
Decatur	Leon Journal-Reporter	Wednesday	1,590
Delaware	Manchester Press	Wednesday	1,979
Franklin	Hampton Chronicle	Wednesday	1,506
Greene	Jefferson Herald	Thursday	1,841
Guthrie	Bayard News Gazette	Thursday	1,294
Hancock	Garner Leader	Wednesday	1,123
Howard	Cresco Times Plain Dealer	Wednesday	2,447
Keokuk	Sigourney News-Review	Wednesday	1,299
Kossuth	Algona Kossuth County Advance	Thursday	2,566
Lyon	Doon Press	Thursday	1,108
Mitchel	Osage Mitchell Co. Press-News	Tuesday	1,624
Osceola	Ocheyedan Press-Melvin News	Wednesday	1,100
Palo Alto	Emmetsburg Democrat	Thursday	1,575
Pocahontas	Pocahontas Record Democrat	Wednesday	1,517
Ringgold	Mount Ayr Record News	Thursday	1,755
Sac	Sac City Sac Sun	Tuesday	1,164
Taylor	Bedford Times Press	Wednesday	1,050
Van Buren	Keosauqua Van Buren Register	Thursday	3,194
Wayne	Corydon Times Republican	Tuesday	1,325
Winneshiek	Decorah Public Opinion	Tuesday	4,297
Worth	Northwood Anchor	Wednesday	1,620
<b>IOWA</b>			<b>49,949</b>

Anderson	Garnett Anderson County Area Community News	Tuesday	3,800
Barber	Gyp Hill Premiere	Monday	1,051
Chase	Cottonwood Falls Chase County Leader-News	Thursday	692
Chautauqua and Elk	Sedan Prairie Star	Wednesday	1,438
Cheyenne	St. Francis Herald & Bird City Times	Thursday	1,092
Clark	Minneola Clark County Gazette	Wednesday	760
Coffey	Burlington Coffey County Republican	Thursday	2,591
Comanche	Coldwater Western Star	Thursday	751
Decatur	Oberlin Herald	Wednesday	1,125
Doniphan	Wathena Kansas Chief	Thursday	1,995
Edwards	Kinsley Edwards County Sentinel	Wednesday	509
Gove	Quinter Gove County Advocate	Wednesday	1,143
Graham	Hill City Times	Wednesday	1,528
Gray	Montezuma Press	Thursday	877
Hamilton	Syracuse Journal	Wednesday	646

County	Publication	Pub day(s)	Daily circ
Harper	Anthony Republican	Wednesday	1,390
Hodgeman	Jetmore Republican	Wednesday	461
Jackson	Holton Recorder	Mon, Wed	3,240
Jewell	Mankato Jewell County Record	Thursday	526
Kearny	Lakin Independent	Wednesday	995
Kingman	Kingman Leader-Courier	Thursday	930
Kiowa	Mullinville Merchant's Directory	Wednesday	414
Lane	Dighton Herald	Wednesday	665
Lincoln	Lincoln Sentinel-Republican	Thursday	719
Linn	Pleasanton Linn County News	Wednesday	1,299
Logan	Oakley Graphic	Wednesday	902
Marion	Marion County Record	Wednesday	2,071
Marshall	Marysville Advocate	Thursday	3,550
Meade	Meade County News	Wednesday	1,613
Morris	White City Prairie Post	Thursday	566
Morton	Elkhart Tri-State News	Thursday	496
Nemaha	Seneca Courier-Tribune	Wednesday	2,670
Ness	Ness County News	Thursday	1,295
Norton	Norton Telegram	Wednesday	963
Osage	Osage City Osage County Herald-Chronicle	Thursday	3,898
Osborne	Osborne County Farmer	Thursday	924
Ottawa	Minneapolis Messenger	Thursday	964
Phillips	Russell Phillips County Review	Wednesday	952
Rawlins	Atwood Rawlins County Square Deal	Thursday	1,594
Republic	Belleville Telescope	Thursday	2,673
Rooks	Stockton Sentinel	Thursday	1,159
Rush	La Crosse Rush County News	Wednesday	897
Sheridan	Sheridan Sentinel	Thursday	503
Sherman	Goodand Star-News	Tues, Fri	1,119
Smith	Smith County Pioneer	Thursday	1,535
Stafford	Stafford Courier	Wednesday	836
Stanton	Johnson Pioneer	Thursday	703
Stevens	Hugoton Hermes	Thursday	1,146
Trego	Russell Western Kansas World	Thursday	1,263
Wabaunsee	Alma Wabaunsee County Signal-Enterprise	Thursday	983
Wallace	Sharon Springs Western Times	Thursday	549
Washington	Washington County News	Thursday	1,909
Wichita	Leoti Wichita County Native Sun (aka Leoti Stand	Wednesday	583
Woodson	Yates Center News	Thursday	1,186
<b>KANSAS</b>			<b>70,139</b>

Atchison	Rock Port Atchison County Mail	Thursday	1,733
Barton	Lamar Democrat	Wednesday	1,450
Bates	Butler News-Xpress	Friday	1,200
Caldwell	Hamilton Caldwell County News	Tuesday	1,082
Carroll	Carrollton Democrat	Wednesday	1,435



County	Publication	Pub day(s)	Daily circ
Chariton	Salisbury Chariton County Journal	Thursday	2,200
Clark	Kahoka Media	Wednesday	2,000
Dade	Greenfield Vedette	Thursday	1,600
Dallas	Buffalo Reflex	Wednesday	4,156
Daviess	Gallatin North Missourian	Wednesday	1,487
Dekalb	Maysville DeKalb Co. Record-Herald	Thursday	1,308
Douglas	Ava Douglas Co. Herald	Thursday	2,900
Gentry	King City Tri-County News	Friday	1,120
Grundy	Trenton Republican-Times	Tues, Fri	2,000
Harrison	Bethany Republican-Clipper	Wednesday	2,450
Holt	Oregon Times Observer	Thursday	875
Howard	Fayette Advertiser	Wednesday	1,500
Knox	Edina Sentinel	Wednesday	1,600
Lewis	Canton Press-News Journal	Thursday	1,083
Macon	LaPlata Macon County Home Press	Wednesday	1,500
Maries	Vienna Maries County Gazette	Wednesday	2,260
Mercer	Princeton Post-Telegraph	Thursday	1,100
Moniteau	California Democrat	Wednesday	2,580
Monroe	Paris Monroe Co. Appeal	Thursday	1,200
Oregon	Thayer South Missourian News	Thursday	1,100
Osage	Linn Unterrified Democrat	Wednesday	3,900
Ozark	Gainesville Ozark County Times	Wednesday	3,474
Putnam	Unionville Republican	Wednesday	1,535
Schuyler	Queen City Schuyler County Times	Thursday	1,300
Scotland	Memphis Democrat	Thursday	1,900
Shelby	Shelbina Weekly	Wednesday	1,400
St. Clair	Osceola St. Clair County Courier	Friday	1,520
Sullivan	Milan Standard	Thursday	2,100
Worth	Grant City Times-Tribune	Thursday	810
Moniteau	Tipton Times	Thursday	1,465
Taney	Branson Tri-Lake News	Wed, Sat	6,300
Barry	Cassville Democrat	Wednesday	1,800
<b>MISSOURI</b>			<b>70,423</b>

Atoka	Atoka County Times	W	3,099
Blaine	Watonga Republican	W	1,896
Choctaw	Hugo News	T F	1,971
Coal	Coalgate Record-Register	W	1,803
Dewey	Seiling Dewey County Record	TH	579
Ellis	Shattuck NW Oklahoman	TH	424
Greer	Mangum Star-News	TH	1,246
Harper	Buffalo Weekly News	W	812
Haskell	Stigler News-Sentinel	TH	3,756
Hughes	Holdenville News	S W	2,000
Kiowa	Hobart Democrat-Chief	TH	2,422
Latimer	Wilburton - Latimer Co. News -Tribune	TH	1,639

County	Publication	Pub day(s)	Daily circ
Lincoln	Chandler - Lincoln County News	TH	2,901
Noble	Perry Journal	W Sat	3,338
Nowata	Nowata Star	W	3,362
Okfuskee	Okemah News Leader	TH	2,625
Pushmataha	Antlers American	TH	1,402
Roger Mills	Cheyenne Star	TH	1,271
Washita	Cordell Beacon	W	1,511
Washita	Sentinel Leader	TH	588
Woods	Alva Review Courier	S F	690
<b>OKLAHOMA</b>			<b>39,335</b>

Calhoun	Hardin Calhoun News-Herald	W	1,800
Jasper	Newton Jasper County News Eagle	M	5,650
Schuyler	Rushville Times	W	2,975
Hamilton	McLeansboro Gazette	Th	4,500
Pope	Golconda Herald Enterprise	W	1,500
<b>ILLINOIS</b>			<b>16,425</b>

Antelope County	Orchard/Neligh/Clearwater/Ewing Antelope Co. N	Wednesday	2,555
Arthur County	Arthur Enterprise	Thursday	310
Boone County	Albion News*	Wednesday	1,969
Boyd County	Spencer Advocate	Thursday	738
Brown County	Ainsworth Star-Journal	Wednesday	1,279
Burt County	Tekamah Burt Co. Plaindealer*	Tuesday	1,264
Butler County	David City Banner-Press*	Thursday	1,632
Cedar County	Hartington Cedar Co. News*	Wednesday	1,493
Chase County	Imperial Republican*	Thursday	1,598
Cherry County	Valentine Midland News	Wednesday	1,502
Cheyenne County	Sidney Sun-Telegraph*	Wed, Fri	1,459
Clay County	Sutton Clay Co. News*	Wednesday	1,636
Cuming County	West Point News*	Wednesday	2,071
Custer County	Broken Bow Custer Co. Chief*	Thursday	1,865
Dixon County	Ponca NE Journal-Leader	Thursday	1,296
Dundy County	Benkelman Post & News-Chronicle	Wednesday	944
Fillmore County	Geneva Nebraska Signal*	Wednesday	1,854
Franklin County	Franklin County Chronicle	Wednesday	1,045
Frontier County	Curtis Frontier Co. Enterprise*	Thursday	822
Furnas County	Cambridge Clarion*	Thursday	1,671
Garden County	Oshkosh Garden Co. News*	Wednesday	1,041
Garfield County	Burwell Tribune*	Wednesday	907
Grant County	Hyannis Grant Co. News	Thursday	416
Greeley County	Greeley Citizen	Thursday	807
Harlan County	Alma Harlan Co. Journal	Thursday	942
Hayes County	Hayes Center Times-Republican	Thursday	400
Hitchcock County	Trenton Hitchcock Co. News	Thursday	957
Holt County	O'Neill Holt Co. Independent	Thursday	1,739

County	Publication	Pub day(s)	Daily circ
Hooker County	Mullen Hooker Co. Tribune	Thursday	722
Howard County	St. Paul Phonograph-Herald	Wednesday	2,097
Jefferson County	Fairbury Journal-News*	Wednesday	2,103
Johnson County	Tecumseh Chieftain	Thursday	1,511
Keya Paha County	Springview Herald	Wednesday	637
Kimball County	Kimball Western Nebraska Observer*	Thursday	878
Knox County	Bloomfield/Creighton Knox Co. News/Monitor	Wednesday	2,338
Logan County	Stapleton Enterprise	Thursday	703
Morrill County	Bayard Transcript	Wednesday	971
Nance County	Fullerton Nance Co. Journal	Wednesday	1,094
Nuckolls County	Superior Express*	Thursday	2,460
Pawnee County	Pawnee Republican*	Thursday	1,179
Perkins County	Grant Tribune-Sentinel*	Wednesday	1,041
Pierce County	Pierce Co. Leader	Thursday	1,330
Polk County	Stromsburg Polk Co. News*	Thursday	1,212
Richardson County	Humboldt Standard	Thursday	720
Rock County	Bassett Rock Co. Leader	Wednesday	902
Sheridan County	Gordon Sheridan Co. Journal-Star	Wednesday	1,186
Sherman County	Loup City Sherman Co. Times	Wednesday	771
Stanton County	Stanton Register	Wednesday	727
Thayer County	Hebron Journal-Register*	Wednesday	1,643
Thomas County	Thedford Thomas County Herald	Thursday	410
Valley County	Ord Quiz*	Wednesday	1,374
Webster County	Red Cloud Chief	Wednesday	968
<b>NEBRASKA</b>			<b>65,189</b>

Madison County	Huntsville Madison County Record	Thursday	3282
Newton County	Jasper Newton County Times	Wednesday	1218
Prairie County	Hazen Grand Prairie Herald	Wednesday	691
Searcy County	Marshall Mountain Wave	Thursday	2279
<b>ARKANSAS</b>			<b>7,470</b>

Iowa	Iowa Spokesman		55669
Illinois	Illinois Agrinews		23781
Indiana	Indiana Agrinews		12338
Nebraska	Midwest Messenger		43794
Missouri	MFA Today's Farmer		30372
Oklahoma	OK Farm Bureau Country		90000
Arkansas	Arkansas Agriculture		46075
Kansas	Kansas Farmer		22000

**Weekly Regional Magazines**

<b>GRAND TOTAL 1X frequency</b>	<b>Weeklies</b>		<b>487,017</b>
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State	Publication	Pub day(s)	Daily circ
IA	Cedar Rapids Gazette	Sun-Sat	31,666
IA	Des Moines Register	Sun-Sat	59,921
IA	Dubuque Telegraph Herald	Sun-Sat	22,109
AR	Arkansas Democrat Gazette	Sun-Sat	104,539
AR	Fort Smith Times Record	Sun- Sat	13,754
IL	Chicago Tribune	Sun-Sat	181,718
IL	Chicago Sun Times	Sun-Sat	131,402
OK	Oklahoma City Daily Oklahoman	Sun-Sat	92,073
OK	Tusla World	Sun-Sat	57,547
NE	Omaha World Herald	Sun-Sat	155,000
KS	The Salina Journal	Sun-Sat	19,000
KS	The Witcita Journal	Sun-Sat	40,000
IN	The Indianapolis Star	Mon- Sat	166,542
IN	The Times	Sun-Sat	71,184
MO	The Kansas City Star	Sun-Sat	183,307
MO	St. Louis Post-Dispatch	Sun- Sat	178,801
MO	Clinton News	Mon-Fri	3,685
MO	Columbia Daily Tribune	Wed	10,500
MO	Columbia Daily Tribune	M-T, Th-Sat	9,000
MO	Daily American Republic	Tue-Fri	6,200
MO	Hannibal Courier Post	Tue-Sat	4,433
MO	Jefferson City News Tribune	Sun-Sat	15,000
MO	Joplin Globe	Sun-Sat	18,922
MO	Sedalia Democrat	Mon-Sat	5,693
MO	Southeastern Missourian	Wed	15,755
MO	Southeastern Missourian	M-T, Th-Sat	10,700
MO	Springfield News Leader	Sun-Sat	29,120
MO	St Joseph News Press	Sun-Sat	23,500
MO	The Examiner	Tue-Sat	6,500





**Estimate of Costs for Notice & Administration Services related to:**  
***Citgo Nationwide Class Action***

**Terms and Conditions**

All notice and claims administration services to be provided by RG/2 Claims Administration LLC ("RG/2 Claims") to Client shall be subject to the following terms and conditions:

1. Subject to the terms hereof, RG/2 Claims agrees to provide the Client with the notice and/or claims administration services ("Notice/Claims Services") as specified in the Proposal provided to Client to which these Terms and Conditions are attached. Any services not described herein but required by counsel, the Orders of the Court, or Settlement Agreement will be billed in addition to this proposal.
2. Charges to the Client for Notice/Claims Services shall be on a time and materials basis at our preferred regular rates, which are updated on a regular basis. Any fee estimates set forth in the proposal are estimates only, based on information provided by Client to RG/2 Claims and subject to the assumptions set forth above. Actual fees charged by RG/2 Claims to Client may be greater or less than such estimate, and Client shall be responsible for the timely payment of all such charges and expenses.
3. RG/2 Claims does not convey nor does the Client obtain any right in the programs, system data, or materials utilized or provided by RG/2 Claims in the ordinary course of business in the performance of this Agreement.
4. To the extent performance by RG/2 Claims of any of its obligations hereunder is substantially prevented by reason of Force Majeure, any act of God, or by reason of any other matter beyond RG/2 Claims' reasonable control, then such performance shall be excused and this Agreement, at RG/2 Claims' option, be deemed suspended during the continuation of such condition and for a reasonable time thereafter.
5. The terms of this agreement will remain in effect until completion of the Notice/Claims Services, unless earlier terminated in accordance with Section 7 hereof.
6. Unless directed otherwise in writing by Client, RG/2 Claims will retain and destroy all records including documents, reports, electronics record, and other materials in accordance with its Record Retention and Destruction Policy.
7. The Notice/Claims Services to be provided under this Agreement may be terminated, at will by the Client upon at least 30 calendar days prior written notice to RG/2 Claims. The Client's obligation to pay for services or projects in progress at the time of notice of withdrawal shall continue throughout that 30 day period. RG/2 Claims may terminate this Agreement (i) with 10 calendar days prior written notice, if the Client is not current in payment of charges or (ii) in any event, upon at least 3 months prior written notice to the Client. In the event Client terminates this agreement, RG/2 Claims shall have no obligation to release or provide any data, report, or other information relating to the applicable case until Clients' payment obligation for RG/2 Claims services has been satisfied in full.
8. Any notice required or permitted hereunder shall be in writing and shall be delivered personally, by, or sent by registered mail, postage prepaid, or overnight courier service to the responsible officer or principal of RG/2 Claims or the Client, as applicable, and shall be deemed given when so delivered personally, or, if mailed, five days after the date of deposit in United States mail, or, if sent by courier, one business day after delivery to such courier service.
9. No failure or delay on the part of a party in exercising any right hereunder will operate as a waiver of, or impair, any such right. No single or partial exercise of any such right will preclude any other or further exercise thereof or the exercise of any other right. No waiver of any such right will be effective unless given in a signed writing.
10. All accrued payment obligations hereunder, any remedies for breach of this Agreement, this Section and Section 3 regarding rights in data will survive any expiration or termination of this Agreement.
11. The retention or appointment of RG/2 Claims to perform Notice/Claims Services constitutes the Client's agreement to be bound by these Terms and Conditions for the applicable matter.
12. These Terms and Conditions and Proposal provided to Client to which these Terms and Conditions are attached shall constitute the entire agreement between the parties with respect to the subject matter hereof, and supersedes all prior negotiations, representations, and agreements related thereto, either written or oral, except to the extent they are expressly incorporated herein. No addition to, waiver, or modification of any provision of these Terms and Conditions shall be binding unless in writing and signed by a duly authorized representative of RG/2 Claims and Client.
13. RG/2 may be eligible for rebates or volume-based credits from vendors and/or financial institutions. These rebates are the property of RG/2 and will not be passed through to individual matters.
14. This estimate is valid for ninety (90) days from the date of issuance.

## **Class Notice Campaign Proposal**



**Claims Administration LLC**

**MileMaster 303 Tractor Hydraulic Fluid and  
Orscheln Premium 303 Tractor & Hydraulic Fluid**

**- CONFIDENTIAL -**



## Strategy overview

- 150-day multi-media national campaign
  - **Online display** – Google Display Network
  - **Online search** – Google Search Engine Marketing
  - **Online social** – Facebook news feed and associated platforms: Instagram, Stories, Instant articles, Messenger, Marketplace
  - **Print** – national agriculture magazines
  - **Print** – state agriculture magazines
  - **Online display** – Ag websites
  - **Print** – daily newspapers
  - **Print** – weekly newspapers
  - **Broadcast** – TV
  - **Broadcast** - radio
  - **Publicity** – PRweb
- All online media will be tested and will start with the allocation of funds and targeting as specified in this notice plan. As the campaign progresses optimization will occur, based on such factors as reach, impressions, clicks to the website, claims will be evaluated so modifications to variables will be made as appropriate. Modifications to variables may include creative (messaging, visuals), targeting, frequency caps, reallocation of budgeted dollars among the media. Elimination of a particular platform is possible if performance is lagging behind expectations. The length of this campaign provides an excellent opportunity for such testing and optimization.
- Call-to-action – Visit <http://www.xxxxxxxxxx.com>, the website for more information. Plus print publications will offer a phone number and mailing address of RG/2 Claims Administration. We recommend a short URL especially if broadcast media are deployed.
- Digital ad banners will appear on desktop, tablet and mobile devices.

## Target audience/members of the class

The class is comprised of all purchasers of MileMaster 303 Tractor Hydraulic Fluid, Orscheln Premium 303 Tractor & Hydraulic Fluid and SuperTech 303 Tractor Hydraulic Oil within a date range of May 25, 2013 to present. Purchase dates vary within this range depending on circumstances of the transaction (size, merchant, etc.). The size of the class is estimated at ~299,083 purchasers. At 70%, the target reach is ~209,358.

# Digital display advertising | Google Display Network

## Overview

150-day display campaign will deliver an estimated 12,643,700 impressions and 1,264,370 reach based on a frequency cap of 10x over the 150-day campaign. This is geo-targeted nationally.

The display ads are primarily an awareness medium because click-through rates are historically very low in this type of campaign. The ads appear on targeted sites by topic that consumers are visiting, but consumers do not go to the site to view any particular third-party ad.

Eight banner ad sizes will be prepared and submitted to Google and other web sites in the ag network for insertion as inventory is available. The pixel and inch equivalents for desktop viewing (viewed in mobile as well) are:

250 x 250 – Square (3.5" x 3.5")  
200 x 200 – Small square (2.75" x 2.75")  
468 x 60 – Banner (6.5" x 1")  
728 x 90 – Leaderboard (10" x 1.25")  
300 x 250 – Inline rectangle (4.25" x 3.5")  
336 x 280 – Large rectangle (4.75" x 4")  
120 x 600 – Skyscraper (1.75" x 8.25")  
160 x 600 – Wide skyscraper (2.25" x 8.25")

The ads will consist of a:

- > Photo (where ad size permits)
- > Short headline (at least 1, or up to 5 headlines, of 30 characters or fewer)
- > Long headline (90 characters or fewer)
- > Description (at least 1, or up to 5 descriptions)

We will notify the media to exclude the following site categories: sexually suggestive, profanity and rough language and those that are not yet labeled.

We will target the following topics, although, we have the flexibility to add to remove keywords and topics during the course of the campaign.

## Target Demos

Age: adults 18+

Language: English

## Topic selections

Agriculture & Forestry, Industrial Materials & Equipment

## Tactical implementation

- We will create two ads in each of eight sizes so Google has the flexibility to publish ads on sites in their display network based on ad size

availability. Then we will optimize the ads that are meeting performance expectations, and pause ads that are performing poorly.

- Each ad will allow the consumer to click through to the settlement website. Because of some of the more generic topics driving consumers to the site, we expect that you will have a low Google Quality Score. Google Analytics will be a valuable tool in evaluating traffic to the site and in ascertaining what happens once they get there.

## **Google Search Engine Marketing**

(a/k/a pay-per-click)

### **Overview**

150-day display campaign. The number of impressions delivered are unknown until the campaign goes live. When a consumer enters a search query online, Google matches it with keywords that the advertiser bids on and an ad displays on the search engine results page (SERP). If the consumer clicks on the ad, they arrive on the settlement website. This is geo-targeted national.

### **Target Demos**

Adults: 18+

Language: English

### **Ad size**

All text, no photos permitted with this format. Three headlines of 30 characters and two description lines of 90 characters.

### **Typical keyword phrases**

303 THF, tractor hydraulic fluid, Super S Super Trac 303 THF, etc. An extensive list will be prepared and submitted for approval.

### **Tactical implementation**

- We will create a series of ads to appear on the SERP. Then we will optimize the campaign by pausing ads that are performing poorly and reallocate budget to the ads that generate the highest click through rate.
- Each ad will allow the consumer to click through to the settlement website. Because of some of the more generic topics driving consumers to the site, we expect that you will have a low Google Quality Score. Google Analytics will be a valuable tool in evaluating traffic to the site and in ascertaining what happens once they get there.

# Social media

## Overview

150-day Facebook campaign has an estimated 4,635,000 impressions and estimated reach of 927,000 based on a frequency cap of 5x over the length of the campaign. digital ads will appear on Facebook newsfeed, Instagram, Stories, Messenger, Marketplace and Instant articles.

## Demos:

**Age** 18-65+

**Gender** All adults

**Language** English

**Geo targets** – high revenue states: MO, IN, IL, IA, NE, OK, AR, KS

Impressions	Reach	Freq. cap
2,820,000	564,000	5x

**Geo targets** – all other 42 states

Impressions	Reach	Freq. cap
1,815,000	363,000	5x

## Ad size

Feed text: 125 characters

Feed headline: 25 characters

Feed link description: 30 characters

Ad must be 600x600 pixels (8.25" x 8.24" desktop) and contain less than 20% text

## Target topics

Agribusiness, agricultural machinery, combine harvester, farm or agriculture, Agriculture field of study, farming, agriculture, farmer, agriculture specialist, farm managers, general farmer, farm supervisor, agriculture worker, farm owner operator, construction and extraction, installation and repair services, farming, fishing and forestry or cleaning and maintenance services

## Tactical implementation

- We will test more than one version of the ad to optimize on messaging
- Budget allocations within the Facebook platforms can be adjusted based on performance

## National Magazines

targeted to farmers and the agricultural community

**Overview** – all ads will run 1x during the 150-day campaign. Size is ½ page. Total circulation estimated at 1,337,427.

Publication	Circulation	Comments
Successful Farming	390,000	4/color
Farm & Ranch Living	200,000	B & W
Progressive Farmer	412,352	Marketplace section 4/c
Farm Journal	335,075	Buyer's Resource Section, rear of book 4/c

## State/Regional Agricultural Magazines

Targets farmers and the agricultural community

**Overview** – all ads will run 1x during the 150-day campaign. Size varies by publication, but approximately 5" x 5 ½". Total circulation is estimated at 324,029.

Publication	Circulation	State/Comments
Midwest Messenger	43,794	Nebraska, B & W
OK Farm Bureau Country	90,000	Oklahoma, 4/c same as B & W
MFA Today's Farmer	30,372	Missouri, B & W
Iowa Spokesman	55,669	Iowa, ¼ tab size, B & W
Illinois Agrinews	23,781	Illinois, B & W
Indiana Agrinews	12,338	Indiana, B & W
Arkansas Agriculture	46,075	Arkansas, 4/c premium waived
Kansas Farmer	22,000	Kansas, B&W

## Agricultural Magazines - Online display

Overview – banner ads to run on the digital platforms of selected national ag magazines. Progressive Farmer <https://www.dtnpf.com/agriculture/web/ag/home> and Farm Journal <https://www.agweb.com/>. These sites are targeted at farmers nationally.

Website	Impressions	Comments
Progressive Farmer	500,000	100k/mo. 3 mos.
Farm Journal	600,000	200k/mo. 3 mos.

## Daily Newspapers

State	Publication	Pub day(s)	Daily circ	Readership
IA	Cedar Rapids Gazette	Sun-Sat	31,666	66,499
IA	Des Moines Register	Sun-Sat	59,921	125,834
IA	Dubuque Telegraph Herald	Sun-Sat	22,109	46,429
AR	Arkansas Democrat Gazette	Sun-Sat	104,539	219,532
AR	Fort Smith Times Record	Sun- Sat	13,754	28,883
IL	Chicago Tribune	Sun-Sat	181,718	381,608
IL	Chicago Sun Times	Sun-Sat	131,402	275,944
OK	Oklahoma City Daily Oklahoman	Sun-Sat	92,073	193,353
OK	Tulsa World	Sun-Sat	57,547	120,849
NE	Omaha World Herald	Sun-Sat	155,000	325,500
IN	The Indianapolis Star	Mon- Sat	166,542	349,738
IN	The Times	Sun-Sat	71,184	149,486
MO	St. Louis Post Dispatch	Sun-Sat	85,000	178,500
MO	Kansas City Star	Sun-Sat	71,512	150,175
MO	Clinton News	Mon-Fri	3,685	7,739
MO	Columbia Daily Tribune	Wed	10,500	22,050
MO	Columbia Daily Tribune	M-T, Th-Sat	9,000	18,900
MO	Daily American Republic	Tue-Fri	6,200	13,020
MO	Hannibal Courier Post	Tue-Sat	4,433	9,309
MO	Jefferson City News Tribune	Sun-Sat	15,000	31,500
MO	Joplin Globe	Sun-Sat	18,922	39,736
MO	Sedalia Democrat	Mon-Sat	5,693	11,955
MO	Southeastern Missourian	Wed	15,755	33,086
MO	Southeastern Missourian	M-T, Th-Sat	10,700	22,470
MO	Springfield News Leader	Sun-Sat	29,120	61,152
MO	St Joseph News Press	Sun-Sat	23,500	49,350
MO	The Examiner	Tue-Sat	6,500	13,650
KS	Kansas City Star	M-Sun	80,818	169,718
KS	Wichita Eagle	M-Sun	28,809	60,499
<b>GRAND TOTAL 1X frequency</b>	<b>Dailies</b>		<b>1,512,602</b>	<b>3,176,464</b>



# Weekly Newspapers

## Iowa

County	Publication	Pub day(s)	Daily circ	Readership
Adair	Adair News	Thursday	955	2,006
Adams	Corning Adams Co. Free Press	Thursday	1,095	2,300
Allamakee	Waukon Standard	Wednesday	2,850	5,985
Audubon	Audubon County Advocate Journal	Friday	1,374	2,885
Butler	Parkersburg Eclipse-News-Review	Wednesday	1,122	2,356
Chickasaw	New Hampton Tribune	Tuesday	2,072	4,351
Clayton	Guttenberg Press	Wednesday	2,018	4,238
Davis	Bloomfield Democrat	Wednesday	1,489	3,127
Decatur	Leon Journal-Reporter	Wednesday	1,590	3,339
Delaware	Manchester Press	Wednesday	1,979	4,156
Franklin	Hampton Chronicle	Wednesday	1,506	3,163
Greene	Jefferson Herald	Thursday	1,841	3,866
Guthrie	Bayard News Gazette	Thursday	1,294	2,717
Hancock	Garner Leader	Wednesday	1,123	2,358
Howard	Cresco Times Plain Dealer	Wednesday	2,447	5,139
Keokuk	Sigourney News-Review	Wednesday	1,299	2,728
Kossuth	Algona Kossuth County Advance	Thursday	2,566	5,389
Lyon	Doon Press	Thursday	1,108	2,327
Mitchel	Osage Mitchell Co. Press-News	Tuesday	1,624	3,410
Osceola	Ocheyedan Press-Melvin News	Wednesday	1,100	2,310
Palo Alto	Emmetsburg Democrat	Thursday	1,575	3,308
Pocahontas	Pocahontas Record Democrat	Wednesday	1,517	3,186
Ringgold	Mount Ayr Record News	Thursday	1,755	3,686
Sac	Sac City Sac Sun	Tuesday	1,164	2,444
Taylor	Bedford Times Press	Wednesday	1,050	2,205
Van Buren	Keosauqua Van Buren Register	Thursday	3,194	6,707
Wayne	Corydon Times Republican	Tuesday	1,325	2,783
Winneshiek	Decorah Public Opinion	Tuesday	4,297	9,024
Worth	Northwood Anchor	Wednesday	1,620	3,402
			<b>49,949</b>	<b>104,893</b>

## Missouri

Atchison	Rock Port Atchison County Mail	Thursday	1,733	3,639
Barton	Lamar Democrat	Wednesday	1,450	3,045
Bates	Butler News-Xpress	Friday	1,200	2,520
Caldwell	Hamilton Caldwell County News	Tuesday	1,082	2,272

Carroll	Carrolton Democrat	Wednesday	1,435	3,014
Chariton	Salisbury Chariton County Journal	Thursday	2,200	4,620
Clark	Kahoka Media	Wednesday	2,000	4,200
Dade	Greenfield Vedette	Thursday	1,600	3,360
Dallas	Buffalo Reflex	Wednesday	4,156	8,728
Daviess	Gallatin North Missourian	Wednesday	1,487	3,123
Dekalb	Maysville DeKalb Co. Record-Herald	Thursday	1,308	2,747
Douglas	Ava Douglas Co. Herald	Thursday	2,900	6,090
Gentry	King City Tri-County News	Friday	1,120	2,352
Grundy	Trenton Republican-Times	Tues, Fri	2,000	4,200
Harrison	Bethany Republican-Clipper	Wednesday	2,450	5,145
Holt	Oregon Times Observer	Thursday	875	1,838
Howard	Fayette Advertiser	Wednesday	1,500	3,150
Knox	Edina Sentinel	Wednesday	1,600	3,360
Lewis	Canton Press-News Journal	Thursday	1,083	2,274
Macon	LaPlata Macon County Home Press	Wednesday	1,500	3,150
Maries	Vienna Maries County Gazette	Wednesday	2,260	4,746
Mercer	Princeton Post-Telegraph	Thursday	1,100	2,310
Moniteau	California Democrat	Wednesday	2,580	5,418
Monroe	Paris Monroe Co. Appeal	Thursday	1,200	2,520
Oregon	Thayer South Missourian News	Thursday	1,100	2,310
Osage	Linn Unterrified Democrat	Wednesday	3,900	8,190
Ozark	Gainesville Ozark County Times	Wednesday	3,474	7,295
Putnam	Unionville Republican	Wednesday	1,535	3,224
Schuyler	Queen City Schuyler County Times	Thursday	1,300	2,730
Scotland	Memphis Democrat	Thursday	1,900	3,990
Shelby	Shelbina Weekly	Wednesday	1,400	2,940
St. Clair	Osceola St. Clair County Courier	Friday	1,520	3,192
Sullivan	Milan Standard	Thursday	2,100	4,410
Worth	Grant City Times-Tribune	Thursday	810	1,701
Moniteau	Tipton Times	Thursday	1,465	3,077
Taney	Branson Tri-Lake News	Wed, Sat	6,300	13,230
Barry	Cassville Democrat	Wednesday	1,800	3,780
			<b>70,423</b>	<b>147,888</b>

## OKLAHOMA

Atoka	Atoka County Times	W	3,099	6,508
Blaine	Watonga Republican	W	1,896	3,982
Choctaw	Hugo News	T F	1,971	4,139
Coal	Coalgate Record-Register	W	1,803	3,786
Dewey	Seiling Dewey County Record	TH	579	1,216
Ellis	Shattuck NW Oklahoman	TH	424	890
Greer	Mangum Star-News	TH	1,246	2,617
Harper	Buffalo Weekly News	W	812	1,705
Haskell	Stigler News-Sentinel	TH	3,756	7,888
Hughes	Holdenville News	S W	2,000	4,200
Kiowa	Hobart Democrat-Chief	TH	2,422	5,086
Latimer	Wilburton - Latimer Co. News -Tribune	TH	1,639	3,442
Lincoln	Chandler - Lincoln County News	TH	2,901	6,092
Noble	Perry Journal	W Sat	3,338	7,010
Nowata	Nowata Star	W	3,362	7,060
Okfuskee	Okemah News Leader	TH	2,625	5,513
Pushmataha	Antlers American	TH	1,402	2,944
Roger Mills	Cheyenne Star	TH	1,271	2,669
Washita	Cordell Beacon	W	1,511	3,173
Washita	Sentinel Leader	TH	588	1,235
Woods	Alva Review Courier	S F	690	1,449
			<b>39,335</b>	<b>82,604</b>

## ILLINOIS

Calhoun	Hardin Calhoun News-Herald	W	1,800	3,780
Jasper	Newton Jasper County News Eagle	M	5,650	11,865
Schuyler	Rushville Times	W	2,975	6,248
Hamilton	McLeansboro Gazette	Th	4,500	9,450
Pope	Golconda Herald Enterprise	W	1,500	3,150
			<b>16,425</b>	<b>34,493</b>

## NEBRASKA

Antelope County	Orchard/Neligh/Clearwater/Ewing Antelope Co. News	Wednesday	2,555	5,366
Arthur County	Arthur Enterprise	Thursday	310	651
Boone County	Albion News	Wednesday	1,969	4,135
Boyd County	Spencer Advocate	Thursday	738	1,550
Brown County	Ainsworth Star-Journal	Wednesday	1,279	2,686
Burt County	Tekamah Burt Co. Plaindealer	Tuesday	1,264	2,654
Butler County	David City Banner-Press	Thursday	1,632	3,427
Cedar County	Hartington Cedar Co. News*	Wednesday	1,493	3,135
Chase County	Imperial Republican	Thursday	1,598	3,356

Cherry County	Valentine Midland News	Wednesday	1,502	3,154
Cheyenne County	Sidney Sun-Telegraph	Wed, Fri	1,459	3,064
Clay County	Sutton Clay Co. News	Wednesday	1,636	3,436
Cuming County	West Point News	Wednesday	2,071	4,349
Custer County	Broken Bow Custer Co. Chief	Thursday	1,865	3,917
Dixon County	Ponca NE Journal-Leader	Thursday	1,296	2,722
Dundy County	Benkelman Post & News-Chronicle	Wednesday	944	1,982
Fillmore County	Geneva Nebraska Signal	Wednesday	1,854	3,893
Franklin County	Franklin County Chronicle	Wednesday	1,045	2,195
Frontier County	Curtis Frontier Co. Enterprise	Thursday	822	1,726
Furnas County	Cambridge Clarion	Thursday	1,671	3,509
Garden County	Oshkosh Garden Co. News	Wednesday	1,041	2,186
Garfield County	Burwell Tribune	Wednesday	907	1,905
Grant County	Hyannis Grant Co. News	Thursday	416	874
Greeley County	Greeley Citizen	Thursday	807	1,695
Harlan County	Alma Harlan Co. Journal	Thursday	942	1,978
Hayes County	Hayes Center Times-Republican	Thursday	400	840
Hitchcock County	Trenton Hitchcock Co. News	Thursday	957	2,010
Holt County	O'Neill Holt Co. Independent	Thursday	1,739	3,652
Hooker County	Mullen Hooker Co. Tribune	Thursday	722	1,516
Howard County	St. Paul Phonograph-Herald	Wednesday	2,097	4,404
Jefferson County	Fairbury Journal-News*	Wednesday	2,103	4,416
Johnson County	Tecumseh Chieftain	Thursday	1,511	3,173
Keya Paha County	Springview Herald	Wednesday	637	1,338
Kimball County	Kimball Western Nebraska Observer*	Thursday	878	1,844
Knox County	Bloomfield/Creighton Knox Co. News/Monitor	Wednesday	2,338	4,910
Logan County	Stapleton Enterprise	Thursday	703	1,476
Morrill County	Bayard Transcript	Wednesday	971	2,039
Nance County	Fullerton Nance Co. Journal	Wednesday	1,094	2,297
Nuckolls County	Superior Express	Thursday	2,460	5,166
Pawnee County	Pawnee Republican	Thursday	1,179	2,476
Perkins County	Grant Tribune-Sentinel	Wednesday	1,041	2,186
Pierce County	Pierce Co. Leader	Thursday	1,330	2,793
Polk County	Stromsburg Polk Co. News	Thursday	1,212	2,545
Richardson County	Humboldt Standard	Thursday	720	1,512
Rock County	Bassett Rock Co. Leader	Wednesday	902	1,894
Sheridan County	Gordon Sheridan Co. Journal-Star	Wednesday	1,186	2,491
Sherman County	Loup City Sherman Co. Times	Wednesday	771	1,619
Stanton County	Stanton Register	Wednesday	727	1,527
Thayer County	Hebron Journal-Register	Wednesday	1,643	3,450
Thomas County	Thedford Thomas County Herald	Thursday	410	861

Valley County	Ord Quiz	Wednesday	1,374	2,885
Webster County	Red Cloud Chief	Wednesday	968	2,033
			<b>65,189</b>	<b>136,897</b>

## ARKANSAS

Madison County	Huntsville Madison County Record	Thursday	3282	6892.2
Newton County	Jasper Newton County Times	Wednesday	1218	2557.8
Prairie County	Hazen Grand Prairie Herald	Wednesday	691	1451.1
Searcy County	Marshall Mountain Wave	Thursday	2279	4785.9
			<b>7,470</b>	<b>15,687</b>

## KANSAS

Anderson	Garnett Anderson County Area Community News	Tuesday	3,800	7,980
Barber	Gyp Hill Premiere	Monday	1,051	2,207
Chase	Cottonwood Falls Chase County Leader-News	Thursday	692	1,453
Chautauqua and Elk	Sedan Prairie Star	Wednesday	1,438	3,020
Cheyenne	St. Francis Herald & Bird City Times	Thursday	1,092	2,293
Clark	Minneola Clark County Gazette	Wednesday	760	1,596
Coffey	Burlington Coffey County Republican	Thursday	2,591	5,441
Comanche	Coldwater Western Star	Thursday	751	1,577
Decatur	Oberlin Herald	Wednesday	1,125	2,363
Doniphan	Wathena Kansas Chief	Thursday	1,995	4,190
Edwards	Kinsley Edwards County Sentinel	Wednesday	509	1,069
Gove	Quinter Gove County Advocate	Wednesday	1,143	2,400
Graham	Hill City Times	Wednesday	1,528	3,209
Gray	Montezuma Press	Thursday	877	1,842
Hamilton	Syracuse Journal	Wednesday	646	1,357
Harper	Anthony Republican	Wednesday	1,390	2,919
Hodgeman	Jetmore Republican	Wednesday	461	968
Jackson	Holton Recorder	Mon, Wed	3,240	6,804
Jewell	Mankato Jewell County Record	Thursday	526	1,105
Kearny	Lakin Independent	Wednesday	995	2,090
Kingman	Kingman Leader-Courier	Thursday	930	1,953
Kiowa	Mullinville Merchant's Directory	Wednesday	414	869
Lane	Dighton Herald	Wednesday	665	1,397
Lincoln	Lincoln Sentinel-Republican	Thursday	719	1,510
Linn	Pleasanton Linn County News	Wednesday	1,299	2,728
Logan	Oakley Graphic	Wednesday	902	1,894
Marion	Marion County Record	Wednesday	2,071	4,349
Marshall	Marysville Advocate	Thursday	3,550	7,455
Meade	Meade County News	Wednesday	1,613	3,387
Morris	White City Prairie Post	Thursday	566	1,189



Morton	Elkhart Tri-State News	Thursday	496	1,042
Nemaha	Seneca Courier-Tribune	Wednesday	2,670	5,607
Ness	Ness County News	Thursday	1,295	2,720
Norton	Norton Telegram	Wednesday	963	2,022
Osage	Osage City Osage County Herald-Chronicle	Thursday	3,898	8,186
Osborne	Osborne County Farmer	Thursday	924	1,940
Ottawa	Minneapolis Messenger	Thursday	964	2,024
Phillips	Russell Phillips County Review	Wednesday	952	1,999
Rawlins	Atwood Rawlins County Square Deal	Thursday	1,594	3,347
Republic	Belleville Telescope	Thursday	2,673	5,613
Rooks	Stockton Sentinel	Thursday	1,159	2,434
Rush	La Crosse Rush County News	Wednesday	897	1,884
Sheridan	Sheridan Sentinel	Thursday	503	1,056
Sherman	Goodand Star-News	Tues, Fri	1,119	2,350
Smith	Smith County Pioneer	Thursday	1,535	3,224
Stafford	Stafford Courier	Wednesday	836	1,756
Stanton	Johnson Pioneer	Thursday	703	1,476
Stevens	Hugoton Hermes	Thursday	1,146	2,407
Trego	Russell Western Kansas World	Thursday	1,263	2,652
Wabaunsee	Alma Wabaunsee County Signal-Enterprise	Thursday	983	2,064
Wallace	Sharon Springs Western Times	Thursday	549	1,153
Washington	Washington County News	Thursday	1,909	4,009
Wichita	Leoti Wichita County Native Sun (aka Leoti Standard)	Wednesday	583	1,224
Woodson	Yates Center News	Thursday	1,186	2,491
			<b>70,139</b>	<b>147,292</b>
<b>GRAND TOTAL 1X frequency</b>	<b>Weeklies</b>		<b>318,930</b>	<b>669,753</b>



## Cable Television – RFD-TV

### Overview

RFD-TV is the flagship network for Rural Media Group. It is the nation's first 24-hour television network featuring programming focused on the agribusiness, equine and the rural lifestyles, along with traditional country music and entertainment.

RFD-TV produces six hours of live news each weekday in support of rural America and is a leading independent cable channel available in more than 52,000,000 homes on Dish, DirecTV, AT&T U-Verse, Charter Spectrum, Cox, Comcast, Mediacom, Suddenlink and many other rural cable systems.

In addition, RFD-TV can be streamed via The Country Club, DirecTV NOW, Roku and Sling TVs Heartland Extra package. RFD-TV is the number one source for market and commodities information as it happens.

Research shows that over 63% of all producers watch RFD-TV with most watching agriculture-oriented programs. Up to 73% have access to RFD-TV through satellite or cable; 60% get their television signal from satellite TV (Dish Network has the most, with 33%).

We recommend a total of 44 :30 second spots, favoring the Market Day Report for the most spots. We would run these when the campaign launches, followed by the Rural Evening News for two weeks. The Ag Rotation would be the final two weeks of the TV schedule.

Daypart	Frequency	Comments
Market Day Report	20x; 3x/wk x 6 wks + 2 in final week	M – F ( 5 hrs./day
Rural Evening News	12x; 6x/wk. x 2 wks	M – F 7:30 - 8pm
Ag Rotation	12x; 6x/wk x 2 wks	M - Sun

Programming	Daypart	Avg viewing HHs
Market Day Report	M – F, 9am – 2pm	14,000
Rural Evening News	7:30-8pm	14,000
Rural Evening News	11:30 – 12am	6,000
Rural Evening News	7:30 – 8am	6,000
Ag programs	M - Sun	11,000
Ag Rotation	Weekends	18,000

Every day, Market Day Report (airing 5 hours daily, M-F) delivers “live” coverage of agri-business news, weather and commodity market information from across the world. The market coverage is constantly updated every half-hour bringing farmers the latest on the markets.

Rural Evening News (airing 30 minutes daily, M-F) presents the day's news surrounding agriculture and markets from across the world. Along with market

news, RFD-TV's news staff broadcasts news stories covering topics including auctions, cattle, farm equipment, ranch, real estate and much more.

Ag Rotation means that a spot will rotate throughout RFD's agricultural focused programming.

## Satellite Radio – Rural Radio (broad coverage)

### Overview

Exclusively on Sirius XM channel 147, Rural Radio 147 is the largest agribusiness and Western-lifestyle channel for the US and Canada. Rural Radio is available to 28,000,000 U.S. households and 3,000,000 Canadian households. Rural Radio provides broad coverage in farming communities across the country. Rural Radio 147's program schedule revolves around original productions focused on agriculture, equine, hunting, fishing, Western sports, and living the country life in small towns around rural America. The channel airs multiple exclusive news and agriculture series along with live broadcasts of Western sports competitions from the PBR, PRCA rodeos, and WPCA Chuckwagon races.

Research shows that more than 50% of US producers subscribe or listen to SiriusXM. Sixty-eight percent of Rural Radio 147's listeners in all the states surveyed do NOT listen to AM/FM broadcasters for farm information in the previous month surveyed.

Recommended programming for Rural Radio 147: Market Day Report: :30 second spot. Radio is simulcast with TV broadcast (M-F, 9a-2p). 60 :30 second spots run in flights; 1x a day for 30 consecutive days, then 1x every other day over 60 days spanning a 90 day period.

Name	# spots
SiriusXM	60

## Terrestrial Radio

**Ag network** (targeted geographic coverage)

### Overview

This is a network of stations that target farmers – both crop and livestock. The network configuration allows us to target all seven of Citgo's largest revenue states. *They trend to the larger producers, managing over 250+ acres of crops.* The programming is state based programming that consists of:

- Local/State news
- Local weather
- Local and national grain and livestock market reports
- National ag news

We recommend airing spots with programming relevant to the target audience that starts at 5am to 3pm (market close reports). The station format is different in each state and area. The network seeks high listenership stations that carry the ag programming. Formats range from country, rock to talk.

Budget is for a total of 140 :60 second spots. One spot per day, 5x/wk for four weeks. The schedule would be in two flight; three weeks on, two weeks off, and two weeks on, spanning seven weeks.

State	Name	# of stations	# of farmers	Avg. reach/spot	# spots
MO	MO radio network	4	37,000	12,500	20
IN	Hoosier Ag Today	12	36,000	15,000	20
IL	RFD IL Network	16	62,000	28,000	20
IA	Agribusiness Radio Network	15	65,000	21,300	20
NE	Rural Radio Network	14	62,000	24,000	20
OK	Radio OK Network	40	19,000	6,500	20
AR	Northern Delta Network	12	14,000	5,400	20

## Publicity

We recommend distributing a press release to go out close to the launch of the notice campaign to raise consumer awareness to the settlement. The national release would be offered to online news outlets and other sites via PRweb.

## Campaign timing

Once a start date is determined, the agency will develop a timeline for the campaign. All ads must be approved by the media prior to going live. In the early stages of the campaign, we may alter the pace by either accelerating or holding back digital impressions to get an indication of performance.

## Tracking

Given the multi-media, multi-platform nature of this notice campaign, digital traffic to the website will be tracked using UTM (urchin tracking module) or other tracking methods to determine from where the traffic is being generated. Google Analytics will capture this information that will serve as vital decision support data from which to reallocate budget as may be necessary.

## General notes

All digital and social campaigns are subject to fine-tuning once the campaigns start. Near real-time data allows to us monitor and manage the campaigns as they are in progress.

The numbers stated in this proposal are estimates and in no way should they be construed as guarantees of performance.

## Media Summary

Platform	Impressions	Reach	Frequency cap
Google Display Network	12,643,700	1,264,370	10x over campaign
Google Search	n/a	n/a	n/a
Facebook	4,635,000	927,000	5x over campaign
Print - national	1,337,427	1,337,427	1x
Print – state	324,029	324,029	1x
Online ag sites display ads	1,100,000	1,100,000	n/a
Print – daily newspapers	1,512,602	1,512,602	1x
Print – weekly newspapers	318,930	318,930	1x
Broadcast - TV	580,000	n/a	n/a
Broadcast – Rural Radio	TBD	n/a	n/a
Broadcast - Ag Network	n/a	2,254,000	n/a
Total	21,872,268	9,038,358	

We are not counting pass along circulation for print media in reach calculations, so impressions = reach. Frequency caps for online display ads on ag sites and on TV and Rural Radio are not yet established. Once the schedule is finalized we can add the reach where appropriate. Reach figures are calculated *within* the medium used and not across all media.

All representations of impressions and reach are estimates. We calculate some digital impression and reach estimates based on the midpoint of the range provided by the medium.

Once the campaign start date is established, we will recommend the timing of the different media over the 150-day campaign.